

## WE CLAIM:

1. In an online environment, a method of providing a user with a gem assessment, the method including the steps of:
  - receiving a plurality of proportional parameter values from the user relating to the proportions of the gem;
  - obtaining a plurality of aesthetic parameter values based upon the received proportional parameter values; and
  - providing a gem rating based upon the plurality of aesthetic parameter values.
2. Method of claim 1 wherein the parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage, culet percentage and girdle thickness.
3. Method of claim 1 wherein the aesthetic parameters include brilliance, fire, scintillation and diameter spread.
4. Method of claim 3 wherein the aesthetic parameters further include at least one of the following:
  - (i) vertical spread;
  - (ii) table size;
  - (iii) girdle thickness;
  - (iv) culet size;
  - (v) half facets;
  - (vi) symmetry;
  - (vii) polish.
5. Method of claim 1 wherein the gem rating is a numerical value relating to the aesthetic beauty of the gem.

6. Method of claim 1 wherein a description of the gem's visual appearance is also provided based upon the determined aesthetic parameters.
7. Method according to any one of claims 1 to 6 wherein the gem being assessed is a diamond.
8. Computer program product including a computer usable medium having computer readable program code and computer readable system code embodied on said medium for providing a user with a gem assessment, said computer program product further including computer readable code within said computer usable medium for:
  - receiving a plurality of proportional parameter values from the user relating to the proportions of the gem;
  - obtaining a plurality of aesthetic parameter values based upon the received proportional parameter values; and
  - providing a gem rating based upon the plurality of aesthetic parameter values.
9. Computer program product of claim 8 wherein the parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage and a culet percentage.
10. Computer program product of claim 8 wherein the aesthetic parameters include brilliance, fire, scintillation and diameter spread.
11. Computer program product of claim 10 wherein the aesthetic parameters further include at least one of the following:
  - (viii) vertical spread;
  - (ix) table size;
  - (x) girdle thickness;
  - (xi) culet size;

12. Computer program product of claim 8 wherein the gem rating is a numerical value relating to the aesthetic beauty of the gem.
13. Computer program product of claim 8 further including the step of providing a description of the gem's visual appearance based upon the determined aesthetic parameters.
14. Computer program product according to any one of claims 8 to 13 wherein the gem.
15. Computer program product of claim 8 wherein the gem assessment is provided in an online environment.